

**ABSTRACT**

A method of printing an interface surface associated with a product item, the method including in a computer system:

- (a) determining product identity data indicative of an identity of the product item; and,
- 5 (b) controlling a printer to thereby print a plurality of coded data portions on the interface surface, each coded data portion being indicative of the product identity data such the product identity data can be determined by sensing any one of the coded data portions with a sensing device.